

AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows.

Claims 1-8: (Cancel)

Claim 9: (New) A method of ordering goods and services, related to a transmission received by a customer, is characterized in that during reception of the transmission the customer initiates a connection to a system for ordering goods and services, related to the received transmission and during the connection the customer orders goods or services offered by the system for ordering goods and services, which refer to the transmission, the system for ordering goods and services being available for the duration of the transmission, dynamically changing the offer of goods and services depending on the transmission, and in the case of an inability to offer certain goods and services, either suitably informing the customer of the inability during the connection or not servicing the connection.

Claim 10: (New) A method according to claim 1 characterized in that at any moment of the transmission, instead of initiating the connection, the customer remembers the current time of the transmission and sends it later during a suitable connection to the system of ordering goods and services, based on that time the range of the formerly broadcast transmission being identified, and the offer of goods and services being made available to the customer, identical to what the customer would have had access to at the remembered time.

Claim 11: (New) A method according to claim 1 characterized in that the order parameters are given during the connection.

Claim 12: (New) A method according to claim 1 characterized in that part of the order parameters, concerning the customer are available in the system of ordering goods and services and taken during the connection basing on the identification of the customer.

Claim 13: (New) A method according to claim 1 characterized in that instead of the connection the exchange of messages between the customer and the system of ordering goods and services is enabled.

Claim 14: (New) A method according to claim 1 characterized in that the connection during which the customer is identified, is a confirmation of interest of the customer in the offer of the system of ordering goods and services related to the transmission and basing on this confirmation and, other such confirmations the customer considers offers generated by the system based on the identification of the customer and connections received from the customer during a later contact with the system of ordering goods and services.

Claim 15: (New) A method according to claim 1 characterized in that the transmission is a multimedia transmission.